

**REMARKS**

In light of the amendments to the application noted above and remarks to follow, reconsideration and allowance of the above-referenced application are respectfully requested.

At paragraph 1 of the outstanding Office Action the Examiner has objected to the drawings in that two reference signs are missing and two grammatical errors are present. Applicant has requested amendment to the drawings in the accompanying Request for Approval of Drawing Changes. In light of these requested changes to the drawings, Applicant requests that the objection to the drawings on these grounds be withdrawn.

At paragraph 3 of the outstanding Office Action the Examiner has indicated that the specification includes a number of grammatical errors. Applicant will amend the specification to correct any grammatical errors of which Applicant is made aware.

At paragraph 4 of the outstanding Office Action the Examiner has rejected claim 5 under 35 U.S.C. §112 as being indefinite for including the limitation "plurality of hierarchy" that is unclear. Applicant has amended claim 5 to recite hierarchical levels, and therefore respectfully requests that the rejection of claim 5 under 35 U.S.C. §112 be withdrawn.

At paragraph 5 of the outstanding Office Action, the Examiner has rejected claims 1-4 and 6-7 under 35 U.S.C. §102(e) as being clearly anticipated by Klosterman et al. (U.S. Patent No. 5,940,073). Applicant respectfully traverses the rejections.

Applicant has amended independent claim 1 to specifically recite that additional detailed information is transmitted in accordance with said commercial information when a cursor is moved over a program column of said program guide screen. Applicant submits that Klosterman et al. fails to disclose this roll-over feature and fails to disclose program columns.

Furthermore, independent claim 6 has been amended to recite various program columns in part of a display as well as display processing to sequentially display a plurality of items of commercial information including the program column onto which a cursor is moved. Applicant submits that Klosterman et al. similarly fails to depict these features.

Furthermore, claims 2-4 depend, either directly or indirectly, from independent claim 1, and claim 7 depends from claim 6, and has also been amended. Applicant therefore respectfully requests that the rejection of claims 1-4 and 6-7 under 35 U.S.C. §102(e) be withdrawn.

At paragraph 6 of the outstanding Office Action, the Examiner has rejected claim 5 under 35 U.S.C. §102(e) as being clearly anticipated by Hoarty et al. (U.S. Patent No. 5,319,455). Applicant respectfully traverses the rejection.

For the reasons noted above with respect to independent claims 1 and 6, Applicant submits that claim 5 is similarly not shown by the references relied upon by the Examiner. Furthermore, claim 5 depends from allowable independent claim 1, and it is therefore allowable for this reason as well. Applicant therefore respectfully requests that the rejection of claim 5 under 35 U.S.C. §102(e) be withdrawn.

Applicant also presents new claims 8-15, depending from amended independent claim 6, and further additional claims 16-26. Applicant submits that these claims refer to a receiving apparatus, a receiving method, and a broadcasting system including limitations similar to those of claim 6, and various additional elements, both new and as previously set forth in other of the dependent claims. Applicant respectfully submits that the subject matter of these claims is not depicted in the references relied upon by the Examiner. Applicant submits that the rejection

of these claims based upon the prior art previously relied upon by the Examiner would be improper.

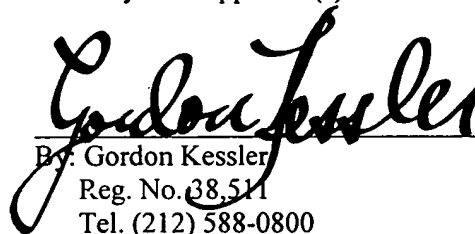
CONCLUSION

Statements appearing above in respect to the disclosures in the cited references represent the present opinion of Applicant's undersigned attorney and, in the event that the Examiner disagrees with any of such opinions, it is respectfully requested that the Examiner specifically indicate those portions of the reference providing a basis for a contrary view.

Applicant has made a diligent effort to place claims 1-26 in condition for allowance, and notice to this effect is earnestly solicited. If the Examiner is unable to issue a Notice of Allowance regarding these claims, the Examiner is requested to contact the undersigned attorney to discuss any fourth outstanding issues.

Early and favorable consideration are respectfully requested.

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ATTACHMENT

VERSION WITH MARKINGS SHOWING CHANGES MADE

--1. (Amended) An information transmitting method for transmitting a program guide information together with a broadcasting program, wherein

commercial information which corresponds to said program guide information and which is displayed on a program guide screen in a receiver is transmitted together with said program guide information; and

wherein further detailed information is transmitted in accordance with said commercial information when a cursor is moved onto a program column of said program guide screen.--

--5. (Amended) The information transmitting method according to claim 1, wherein said program guide information is composed of a plurality of [hierarchy] hierarchical levels in accordance with the data size, [wherein] the first [hierarchy] hierarchical level having a small amount of data includes identification information for identifying said commercial information and the second [hierarchy] hierarchical level having a large amount of data [includes] including identification information for identifying said commercial information and the actual commercial information.--

--6. (Amended) A receiving apparatus for receiving a broadcasting signal [comprising a broadcasting program transmitted together with a] including commercial information and electronic program guide information, comprising:  
separating means for separating said program guide information from the received broadcasting signal; and

processing means for [performing a display processing of a program guide screen,] displaying commercial information in a part of a display area and an electronic program guide screen including program columns corresponding to a plurality of programs based on the separated electronic program guide information, wherein

said processing means when a cursor is moved onto one program column on said electronic program guide screen, performs display processing to sequentially display plural items of commercial information included in one program onto which the cursor has been moved in said part of the display area on said electronic program guide screen [displays a commercial information on a part of the program guide screen, when there is a commercial information which corresponds to the program guide information for constituting the program guide screen].-

--7. (Amended) The receiving apparatus according to claim 6, comprising:

[specifying means for specifying a commercial information displayed on a part of said program guide screen; and]

communication means for communicating with an external computer through a computer network, wherein

said processing means [picks up the] retrieves further detailed information [of] in accordance with said commercial information from the external computer through said communication means [to display the picked up detailed information,] based on [the] an address information included in said commercial information to display said further detailed information in said part of said display area when said [commercial information is specified by said specifying means] cursor is moved onto one program column.--